

CLAIMS

What is claimed is:

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- 5 1. A software architecture for enabling multiple users to perform a plurality of tasks via a wide-area network, the software architecture comprising:
 - a plurality of applications;
 - a data schema for storing a plurality of data objects, the data schema having an extensible, underlying data model; and
 - an integrated platform for enabling each of the multiple users to perform at least one of the tasks by controlling interaction between two or more of the applications and the extensible data model.
- 15 2. A software architecture as recited in claim 1 wherein the integrated platform dynamically contextualizes each stage of a task with reference to a corresponding user.
- 20 3. A software architecture as recited in claim 2 wherein the integrated platform creates a contextual task list for the corresponding user.
4. A software architecture as recited in claim 1 wherein a data object is associated with one or more contextual describers that further describe a task in which the data object will be used.
- 25 5. A software architecture as recited in claim 1 wherein the platform allows a user and an application to extend the database in a user-specific way, thereby enabling the multiple users and the plurality of applications to use the same database.
- 30 6. A software architecture as recited in claim 5 wherein the database can be extended dynamically without changing the underlying structure of the database.
- 35 7. A software architecture as recited in claim 1 wherein the data model has extensible attributes that can be used to add a previously undefined data

attribute and wherein the extensible, underlying data model provides a standard way of representing the previously undefined data attribute.

8. A software architecture as recited in claim 1 further comprising a user
5 interface that is uniform across the plurality of applications.

9. A software architecture as recited in claim 1 wherein additional services can be added using the plurality of applications.

10 10. A software architecture as recited in claim 1 wherein the integrated platform is used to create and maintain an online business presence.

11. A software architecture as recited in claim 1 wherein the integrated platform is used to create and maintain a customer relationship management
15 application.

12. A software architecture as recited in claim 1 wherein the architecture is a reactive architecture which supports a plurality of levels of task granularity and is dynamically aware of what information has been entered by a user.

20 13. An integrated software platform for creating a user application having a user experience comprising:

the application data are one of a fixed attribute and an extended attribute;
25 a data logic component for operating on the data;
a back-end code layer for managing the user experience; and
a visual design component for implementing the user experience by presenting a user interface for entering data into a computer system.

30 14. An integrated software platform as recited in claim 13 further including an information architecture layer for modeling the user experience.

15. An integrated software platform as recited in claim 13 wherein the user application is a multiuser, online application.

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16. An integrated software platform as recited in claim 13 wherein the user application is a customer relationship management application.

17. An integrated software platform as recited in claim 13 further including a data schema for storing data configured in the data model.

18. An integrated software platform as recited in claim 17 wherein the data schema is implemented as a relational database.

10 19. An integrated software platform as recited in claim 14 further including an interface layer for containing a plurality of HTML form elements.

15 20. An integrated software platform as recited in claim 19 further including an information layer, wherein the information layer and the back-end code layer translate instructions from the information architecture layer.

21. A task-based architecture for building a multiuser, online application by completing a plurality of tasks comprising:

20 a data schema for storing data related to the online application;

21 a data model for storing and sharing the data as the plurality of tasks is completed;

22 a plurality of tools;

23 a task viewer application for creating a user interface; and

25 a plurality of services for gathering and authoring the data.

22. A task-based architecture as recited in claim 21 wherein the plurality of tools includes a data extension framework for defining and extracting data.

30 23. A task-based architecture as recited in claim 21 wherein the plurality of tools includes a context management tool for determining a context in the user-oriented application development system.

35 24. A system for building a distributed, multi-application program comprising:

25 a plurality of tasks;

one or more sequences within a task;
a plurality of data objects; and
one or more panel objects within a sequence through which data
related to the multi-application program is entered and manipulated, wherein a
5 panel object is aware of which data object from the plurality of data objects to
acces to retrieve existing data related to the multi-application program.

25. A system as recited in claim 24 further comprising a plurality of model
objects, a model object containing one or more data objects and a logic
10 component for operating on the one or more data objects.

26. A method of building a customized Web site comprising:
creating and maintaining one or more Web pages;
developing a communication service with users accessing the Web
15 site;
developing an online transaction system for processing online orders
made through the Web site; and
creating a reporting service for generating reports relating to Web site
activity, wherein the method of building the customized Web site includes a
20 task-based approach to completing an activity and has a uniform user
experience.

27. A method as recited in claim 26 further including creating and
maintaining a catalog for describing one of one or more products and one or
25 more services.

28. A method as recited in claim 26 wherein the task-based approach
further includes completing one or more sequences, a sequence including one
or more panels.
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29. A method as recited in claim 26 wherein creating and maintaining one
or more Web pages further includes controlling the appearance and content of
a Web page.

30. A method as recited in claim 26 wherein developing a communication service with users further includes developing a user database according to user behavior patterns and preferences.

5 31. A method as recited in claim 26 wherein developing an online transaction system for processing online orders further includes establishing an online account and checkout process.

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